



# AXIA

## COGNITIVE™

ENGINEERED HYDRATION. COGNITIVE CLARITY. BEHAVIOURAL FREEDOM.

SUMMER FRUITS & NATURAL HYDRATION SERIES

*Nature's Hydrating Summer Fruit*

# Strawberries



**HYDRATION**  
Hydrate. Restore.  
Perform.



**COGNITION**  
Clearer Thinking.  
Better Focus.



**WELLBEING**  
Nourish. Balance.  
Thrive.



**NATURE**  
Pure. Natural.  
Purposeful.

*Stabilitas Ante Luciditatem™*

**AXIA Cognitive™**

Supporting Better Through Hydration,  
Nutrition & Cognitive Freedom.



# AXIA COGNITIVE™

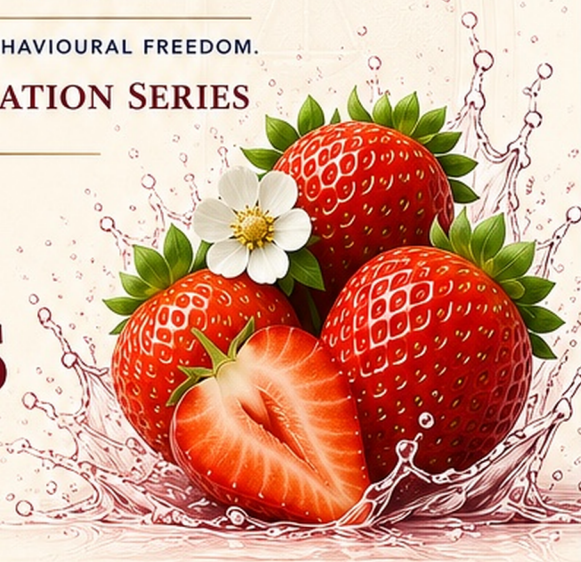
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## SUMMER FRUITS & NATURAL HYDRATION SERIES

### PART 1

# Nature's Hydrating Summer Fruit Strawberries

Strawberries are more than just a delicious taste of summer. They are one of nature's most hydrating fruits, offering a unique combination of water, nutrients and beneficial plant compounds.



#### BOTANICAL INTRODUCTION

Strawberries (*Fragaria × ananassa*) are belonging to the Rosaceae family. Botanically, the strawberry is not a true berry. The small seeds on the outside are the real fruits, while the red, juicy part is the swollen receptacle that holds them.

**Native to:**  
Europe (widely cultivated around the world)



#### WATER CONTENT

Strawberries are approximately

# 90% WATER

making them an excellent choice for natural hydration during the warmer months.



#### NUTRITIONAL PROFILE

(per 100g)

|                |         |
|----------------|---------|
| Calories       | 32 kcal |
| Carbohydrates  | 7.7 g   |
| Natural Sugars | 4.9 g   |
| Fibre          | 2.0 g   |
| Protein        | 0.7 g   |
| Fat            | 0.3 g   |



#### VITAMINS & MINERALS

(per 100g)

|                     |                  |
|---------------------|------------------|
| Vitamin C           | 58.8 mg (73% DV) |
| Manganese           | 0.39 mg (17% DV) |
| Folate (Vitamin B9) | 24 µg (6% DV)    |
| Potassium           | 153 mg (3% DV)   |
| Vitamin K1          | 2.2 µg (2% DV)   |
| Vitamin B6          | 0.05 mg (4% DV)  |
| Magnesium           | 13 mg (3% DV)    |
| Calcium             | 16 mg (2% DV)    |
| Iron                | 0.4 mg (2% DV)   |

DV = Daily Value based on a 2,000 calorie diet.



#### FIBRE

Strawberries provide

# 2.0g FIBRE

per 100g

supporting digestive health and helping to maintain a healthy gut microbiome.



#### NATURAL SUGARS

Strawberries contain around 4.9g of natural sugars per 100g, primarily glucose, fructose and sucrose.

These come packaged with fibre, water and micronutrients — very different from refined sugars.



#### WHY HYDRATION MATTERS

Hydration plays a crucial role in almost every function of the body, including:



Cognitive performance



Energy levels



Temperature regulation



Nutrient transport



Joint lubrication



Digestive function



Cellular health

Eating hydrating foods like strawberries, alongside drinking adequate fluids, helps maintain optimal hydration for better physical and cognitive performance.



HYDRATION



NUTRITION

### Stabilitas Ante Luciditatem™

Stability Before Clarity.

### AXIA Cognitive™

Supporting better choices through hydration, nutrition and evidence-based education.



BRAIN HEALTH



WELLBEING



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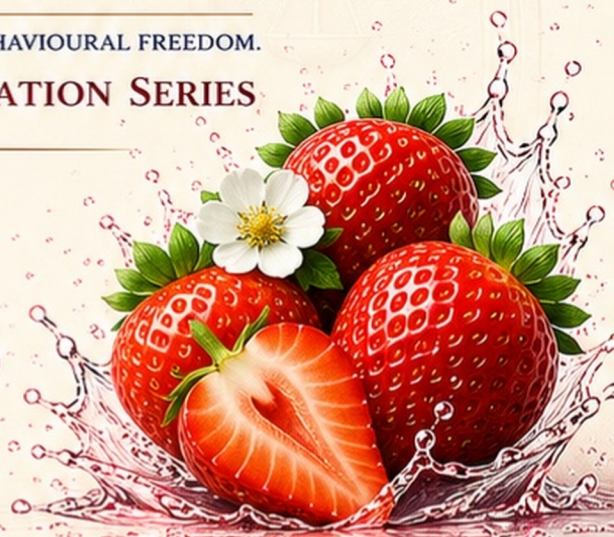
## SUMMER FRUITS & NATURAL HYDRATION SERIES

### PART 2

*What Does the Science Say?*

# Strawberries

Emerging research shows that strawberries are rich in bioactive compounds that may support multiple aspects of health, including brain function, heart health, recovery and gut wellness.

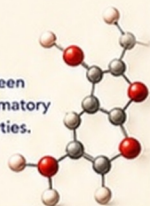


#### POLYPHENOLS

Strawberries are a rich source of polyphenols, including:

- Anthocyanins
- Ellagitannins
- Flavonols (such as quercetin and kaempferol)
- Phenolic acids

These compounds have been shown to have anti-inflammatory and cell-protective properties.



#### ANTIOXIDANTS

Strawberries exhibit strong antioxidant activity, which may help protect cells from oxidative stress and support overall health and ageing.

Key antioxidant actions include:

- Scavenging free radicals
- Reducing oxidative damage
- Supporting the body's natural defence systems



#### CLINICAL STUDIES

Several human clinical studies have investigated the effects of strawberries or strawberry extracts. Findings suggest potential benefits for:

- Blood pressure
- Cholesterol levels
- Markers of inflammation
- Endothelial function

Results are promising, though more large-scale, long-term studies are needed.



#### COGNITIVE HEALTH

Research suggests strawberry polyphenols may support brain health by:

- Improving memory and learning
- Enhancing communication between brain cells
- Reducing neuroinflammation
- Supporting cerebral blood flow

These effects may contribute to better cognitive performance, particularly in ageing populations.



#### CARDIOVASCULAR HEALTH

Strawberries may support heart health through:

- Lowering blood pressure
- Improving cholesterol profiles
- Reducing inflammation
- Enhancing arterial function

These effects contribute to overall cardiovascular wellness.



#### EXERCISE RECOVERY

Strawberry consumption has been associated with improved recovery after exercise by:

- Reducing exercise-induced muscle damage
- Decreasing inflammation
- Supporting glycogen replenishment
- Improving antioxidant status

This may help athletes and active individuals recover more efficiently.



#### GUT MICROBIOME

Strawberry polyphenols act as prebiotics, helping to:

- Promote the growth of beneficial gut bacteria
- Increase microbial diversity
- Support gut barrier function
- Reduce harmful inflammation

A healthy gut microbiome is linked to better immune, mental and metabolic health.



#### LIMITATIONS OF CURRENT RESEARCH

While findings are encouraging, current research has limitations:

- Many studies are short-term or small in scale
- Variations in strawberry variety, dose and form
- Individual differences in genetics and lifestyle
- More randomized controlled trials are needed

Science is evolving, and future research will help clarify the full potential of strawberries.



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## SUMMER FRUITS & NATURAL HYDRATION SERIES

### • PART 3 •

# Bringing Science into Everyday Life Strawberries

Small choices, made consistently, can have a big impact.  
Here's how to make strawberries a delicious and practical part of your healthy lifestyle.



#### FRESH vs FROZEN vs FREEZE-DRIED

##### FRESH

Best for flavour, texture and vitamin C. Perfect for eating raw.



##### FROZEN

Picked at peak ripeness and frozen quickly. Great for smoothies and cooking.



##### FREEZE-DRIED

Lightweight and convenient. Concentrated nutrients and long shelf life.



#### SHOPPING ADVICE

- ✓ Choose bright red berries with fresh green leaves.
- ✓ Avoid berries with white or green patches.
- ✓ Look for firm texture and pleasant aroma.
- ✓ Buy local and seasonal when possible.



#### STORAGE

##### FRESH

Store in the fridge in a breathable container. Wash just before use.



##### FROZEN

Keep frozen until use. Use within 6-12 months for best quality.



##### FREEZE-DRIED

Store in a cool, dry place in an airtight container. Keep away from moisture and light.



#### HEALTHY RECIPE IDEAS



Strawberry & Greek Yogurt Parfait



Strawberry, Spinach & Feta Salad



Strawberry Overnight Oats



Strawberry & Basil Sparkling Water



#### PORTION GUIDANCE

A serving of 1 cup (about 150g) of strawberries provides:

- ✓ Hydration
- ✓ Essential nutrients
- ✓ Antioxidants
- ✓ Dietary fibre
- ✓ Natural sweetness



Enjoy as part of a balanced diet. Variety and moderation are key.



#### DAILY HYDRATION HABITS



Start your day with a glass of water.



Include hydrating foods like strawberries.



Carry a water bottle with you.



Listen to your body and drink regularly.



Small, consistent habits lead to big results.



#### THE AXIA COGNITIVE™ PHILOSOPHY

At AXIA Cognitive™, we believe that better choices today support brighter tomorrows. By combining the best of nature with evidence-based knowledge, we empower you to hydrate better, nourish smarter and think clearer.



Hydration  
fuels life.



Nutrition  
builds health.



Science  
guides choices.



Consistency  
creates change.



Clarity  
drives freedom.



HYDRATION



NUTRITION

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BRAIN HEALTH



WELLBEING

#AXIACognitive

#Strawberries

#Hydration

#Nutrition

#EvidenceBased

#BetterThinking

#HealthyLiving



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## SUMMER FRUITS & NATURAL HYDRATION SERIES

# SERIES SUMMARY – STRAWBERRIES

Three parts. One purpose. Better choices for a healthier, more hydrated you.



### PART 1 NATURE'S HYDRATING SUMMER FRUIT

We explored the natural goodness of strawberries, discovering their high water content and impressive nutritional profile.



Around 90% water – supports natural hydration.



Excellent source of vitamin C, supporting immune function and collagen formation.



Good source of fibre, potassium, folate and antioxidants.



Low in calories, high in nutrients – perfect for everyday wellbeing.



### PART 2 WHAT DOES THE SCIENCE SAY?

We examined the latest research on strawberry polyphenols and bioactive compounds and their potential benefits.



Anthocyanins and flavonoids may support cognitive function.



May support cardiovascular health by improving blood vessels and reducing oxidative stress.



May help reduce exercise-induced inflammation and support recovery.



Prebiotic compounds may support a healthy gut microbiome.



### PART 3 BRINGING SCIENCE INTO EVERYDAY LIFE

We turned evidence into practical tips you can use every day.



How to choose the best strawberries – fresh, frozen or freeze-dried.



Storage tips to maintain quality and nutrients.



Easy recipe ideas for breakfast, snacks, meals and desserts.



Hydration habits and portion guidance for a balanced lifestyle.



### THE AXIA COGNITIVE™ PHILOSOPHY

**Stabilitas Ante Luciditatem™**  
Stability Before Clarity.

One fruit alone will never transform health. However, consistent habits built around hydration, nutritious foods and balanced lifestyles can create meaningful change over time.

At AXIA Cognitive™, our goal is not to promote individual foods as miracle solutions, but to encourage informed, evidence-based decisions that support long-term physical and cognitive wellbeing.

We believe that better choices today support brighter tomorrows. By combining the best of where with evidence-based knowledge, we empower you to hydrate better, nourish smarter and think clearer.

### SERIES HIGHLIGHTS



**NATURE'S HYDRATION**  
Strawberries are around 90% water and an excellent source of natural hydration.



**SCIENCE-BACKED BENEFITS**  
Emerging research suggests strawberries support heart, brain, gut and recovery health.



**PRACTICAL & DELICIOUS**  
Simple choices, smart storage and easy recipes help you enjoy strawberries every day.



**BETTER CHOICES, EVERY DAY**  
Small, consistent habits lead to greater hydration, nutrition and wellbeing.



HYDRATION  
fuels life.



NUTRITION  
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SCIENCE  
guides choices.



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### — STABILITAS ANTE LUCIDITATEM™ —

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